

November 7, 2007



City of Las Vegas
Strategic Plan Priority #5

Promote Healthy Lifestyles for All Segments of the Community






Presented by





November 7, 2007

Key Performance Indicators

-  **A.** Participation levels of all age groups in city programs.
-  **B.** Percent of all city publications/communications distributed both externally and internally, that include a message promoting wellness.
-  **C.** Percent of participants in after-school programs who later pursue a post- high school education.
-  **D.** Percent of improvement in the national healthiest city factors that contribute to a healthier city.
-  **E.** Percent of employees participating in city-sponsored wellness programs.



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A Participation Levels of All Age Groups in City Programs

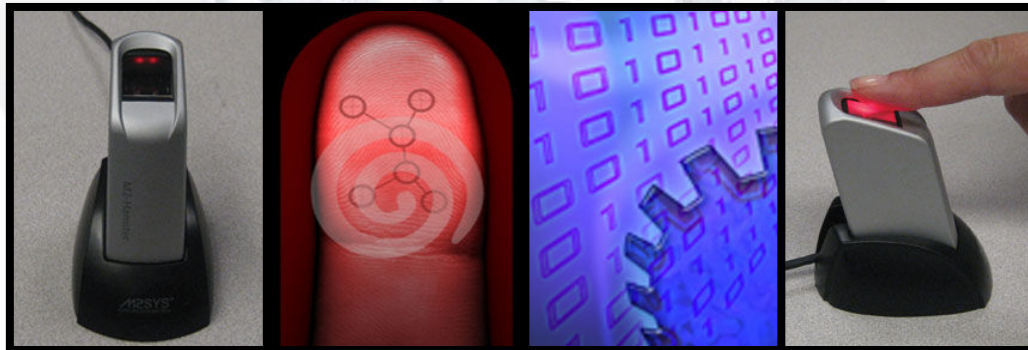




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~~A~~ Participation Levels of All Age Groups in City Programs **~ Biometric Identification System ~**

- Replaces membership cards
- Currently deployed at all centers/facilities (except Seniors)
- Safer, more reliable, improved accountability for processing of patrons
- Projected cost savings of over \$250,000





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~~A~~ Participation Levels of All Age Groups in City Programs

~ Data Collection and Reporting Model (CLASS) ~

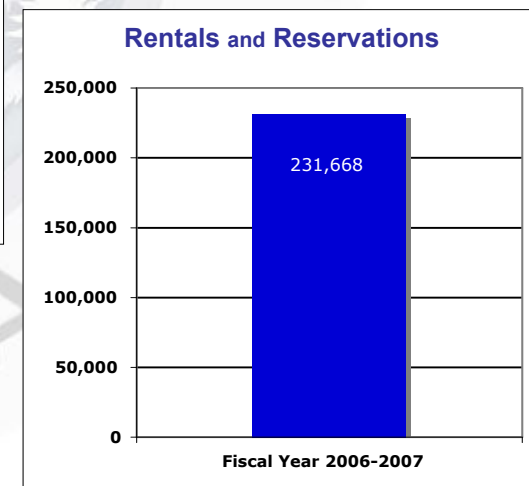
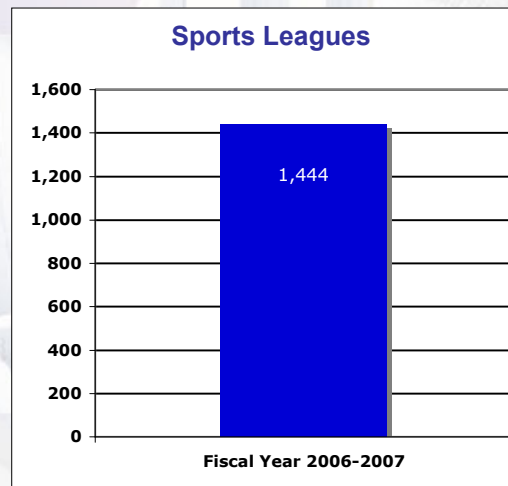
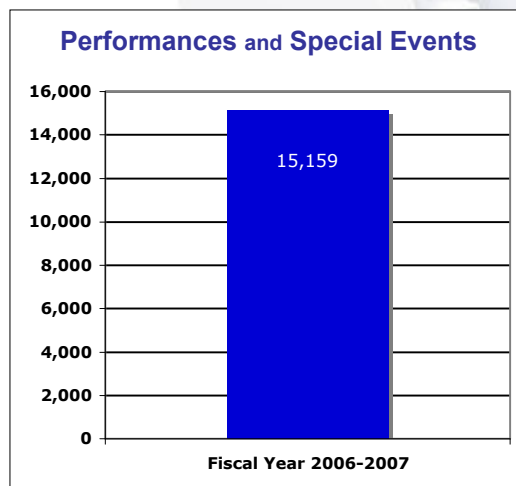
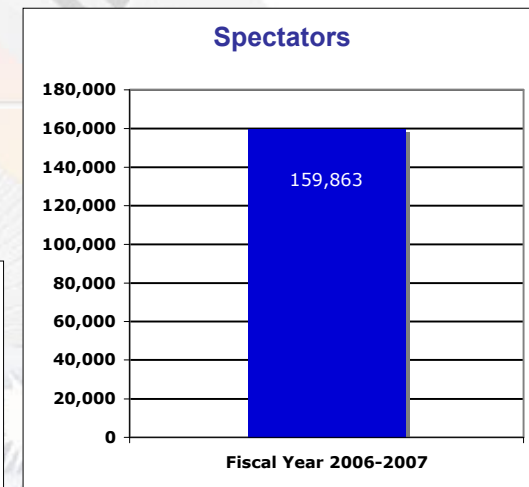
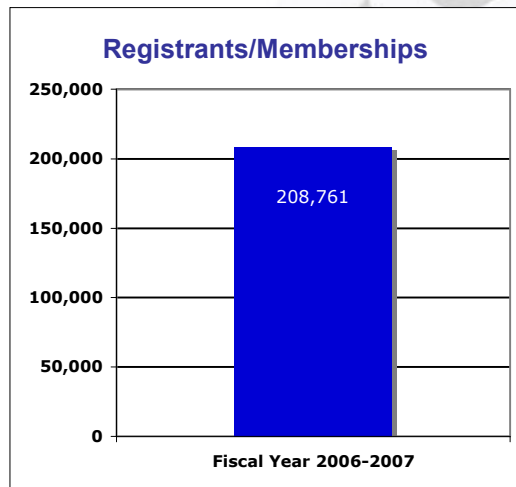
- Registrants/Memberships
- Performances and Special Events
- Sports Leagues
- Spectators
- Rentals and Reservations



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A Participation Levels of All Age Groups in City Programs

Attendance Figures Fiscal Year 2006-2007

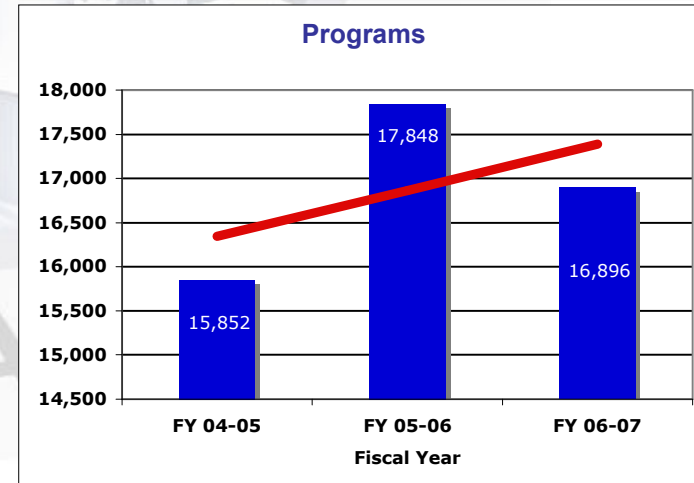
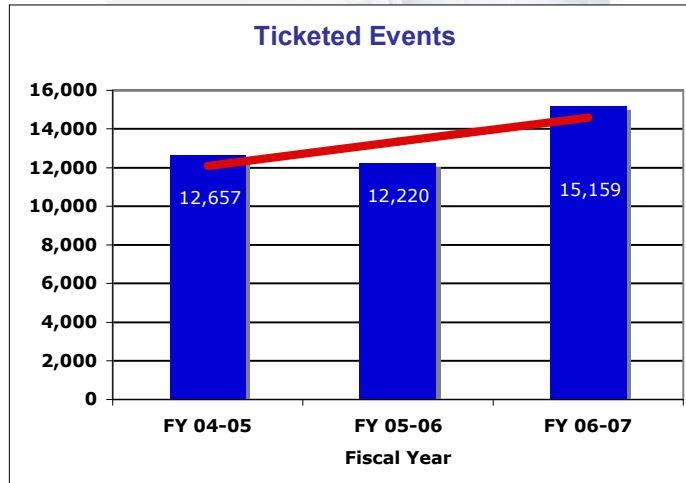
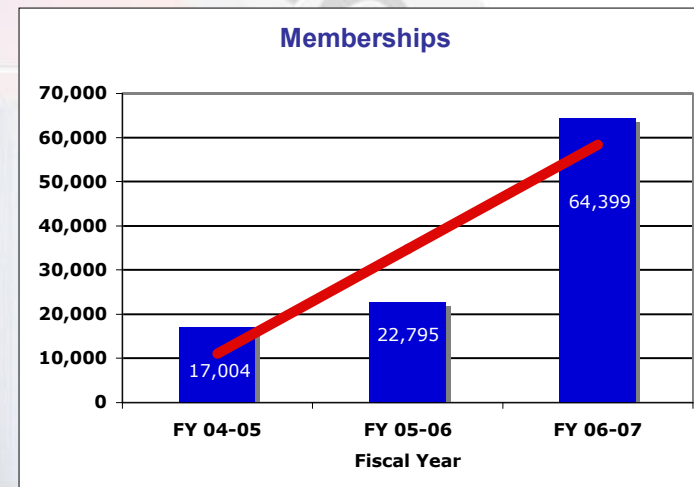
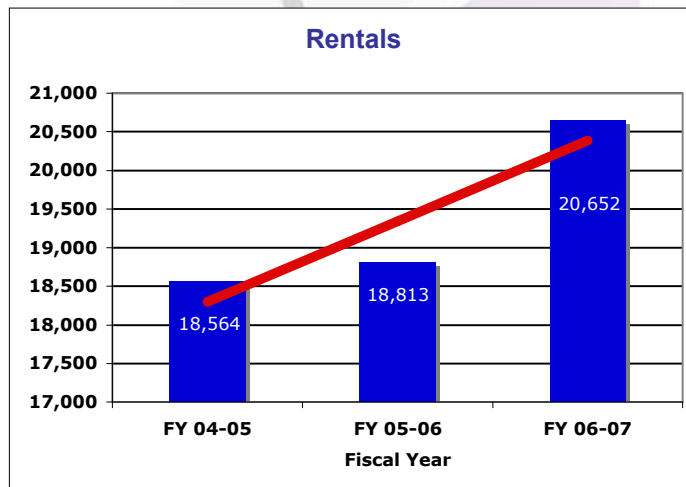




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~~A~~ Participation Levels of All Age Groups in City Programs

Department Offerings





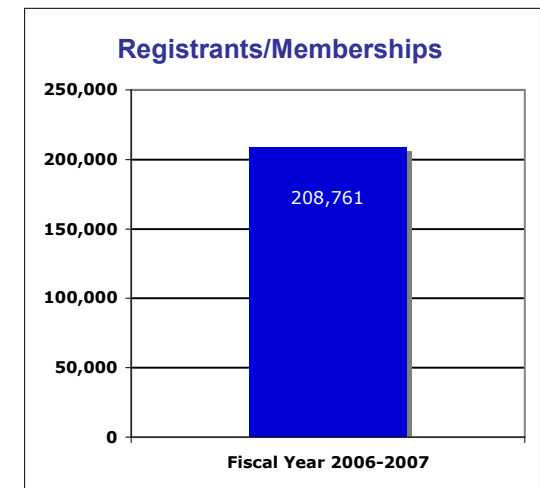
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A Participation Levels of All Age Groups in City Programs

Registrants/Memberships



Attendance



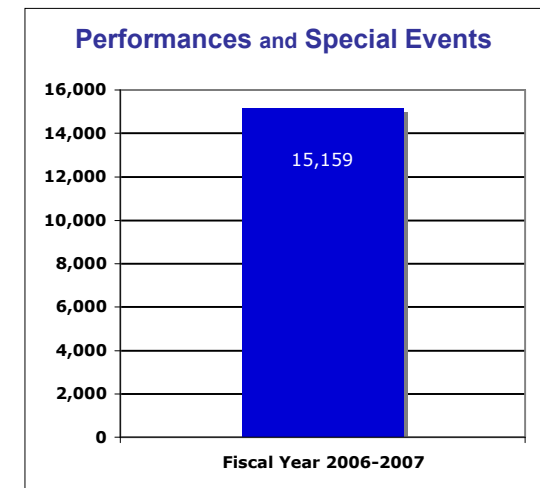


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A Participation Levels of All Age Groups in City Programs *Performances and Special Events*



Attendance





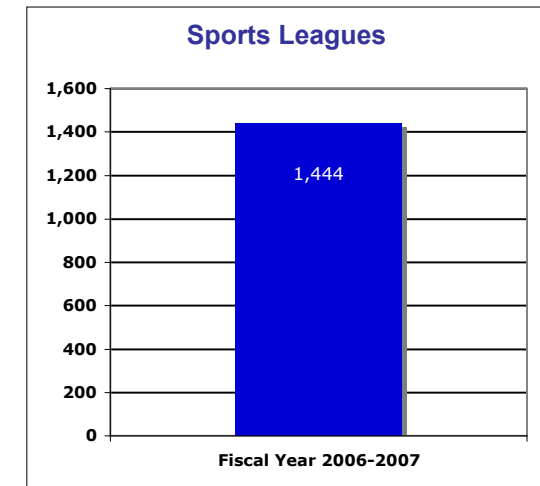
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A Participation Levels of All Age Groups in City Programs

Sports Leagues



Attendance





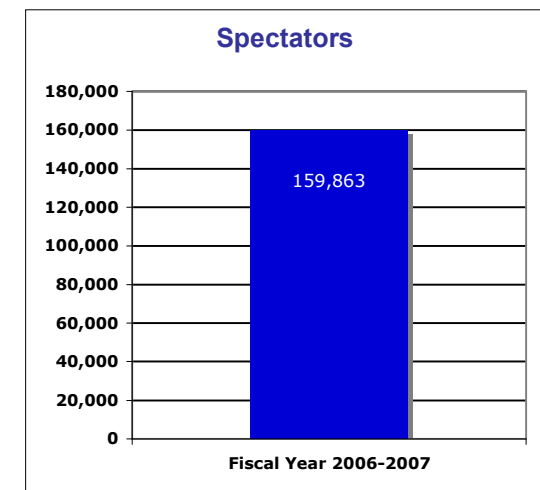
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A Participation Levels of All Age Groups in City Programs

Spectators



Attendance





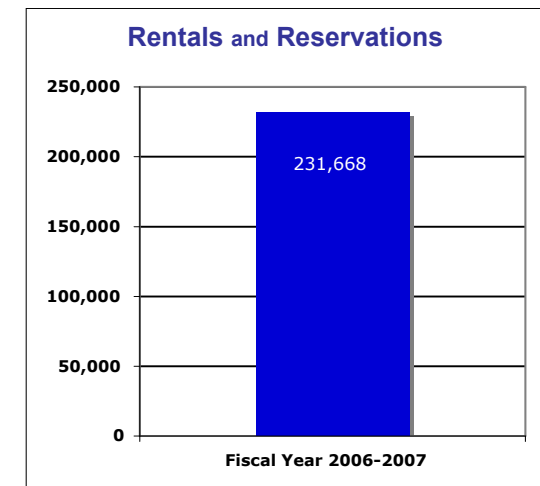
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A Participation Levels of All Age Groups in City Programs

Rentals and Reservations



Attendance





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A Participation Levels of All Age Groups in City Programs

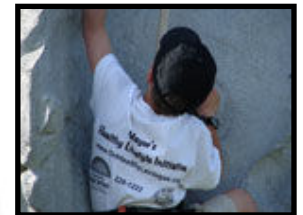




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B. Percentage of All City Publications and Communications With a Wellness Message

- Ongoing communications campaign for all departments; 61% carrying health and wellness messages
- Increased circulation of LS publications carrying health and wellness messages to an additional 100,000
- More effective promotion of healthy living tips/activities to staff with the addition of Leisure Services Wellness Coach
- Mayor's Healthy Lifestyle Initiative continues to be successful with increased number of events; co-hosting Channel 3's monthly health and fitness segment
- Special health and wellness events continue to provide opportunities for family participation and supports community partners promoting healthy food and lifestyle
- Quarterly health and wellness electronic newsletter update currently in design
- Master calendar of healthy lifestyle events coming soon!





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C. Percent of All Participants in After-School Programs Who Later Pursue a Post-High School Education

~ Batteries Included Youth Initiative ~

- Three-Year Strategic Plan completed
- Logic Model completed
- Gantt Chart completed
- Marketing Plan in place
- Contract with *Delphi Research of Nevada, Inc.* signed and initiated

**BATTERIES
INCLUDED**
Born with the Power to Change the World.



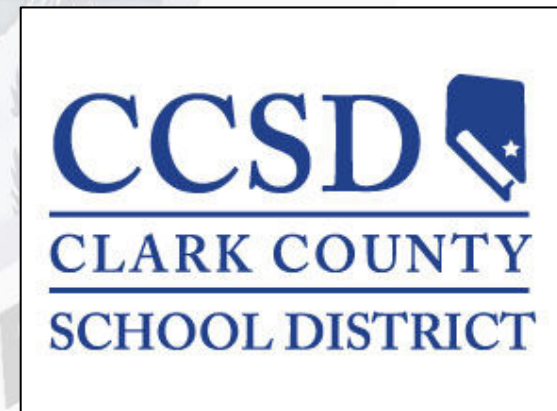


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C. Percent of All Participants in After-School Programs Who Later Pursue a Post-High School Education

~ Batteries Included Youth Initiative ~

**Partnership established with Neighborhood Services,
Nevada Partners, Clark County School District**





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D. Percent of Improvement in the National Healthiest City Factors That Contribute to a Healthier City

Dr. Keith Schwer
University of Nevada, Las Vegas



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E Percent of Employees Participating in City-Sponsored Wellness Programs

~ First Initiative Results ~

- CLV employees have had over 9 individual interactions with a Wellness Coach
- Total documented weight loss for CLV employees during Biggest Loser Contest was 3,100 pounds
- 12 documented smoking cessations
- 456 CLV employees have improved their blood pressure readings
- 11 CLV employees have reported either reducing or completely discontinuing alcohol use





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E Percent of Employees Participating in City-Sponsored Wellness Programs ~ Ongoing Initiatives ~

- One-on-one, in-person coaching and counseling
- Health risk assessments
- Weight loss and smoking cessation classes/competitions
- Team activities/special events (i.e., "Race For The Cure")
- Handouts on exercise and disease management
- Wellness newsletters
- Tootie Fruitee Tuesdays
- Nutrition classes
- Overall promotion of healthy behaviors



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Questions?

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